

ORDER



Orders
Order / Rev: 50271
Alt Order #: 9796863 /Brad
Product Desc: TOM SMITH 4 SENATE
Estimate: 214
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/26/12 | 29 | \$9,975.00 | \$8,478.75 |
| 08/27/12 | 08/27/12 | 8 | \$1,650.00 | \$1,402.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|-------------------|---------------|
| August 2012 | 29 | \$9,975.00 | \$8,478.75 | 90.90 |
| September 2012 | 8 | \$1,650.00 | \$1,402.50 | 17.30 |
| Totals | 37 | \$11,625.00 | \$9,881.25 | 108.20 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------------|-------|-------------|
| WHP-TV CBS21 | 19% | \$11,625.00 |
| Market | 100% | \$61,184.21 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGAL | 56% | \$34,263.16 |
| WHTM | 25% | \$15,296.05 |
| WLYH | 0% | \$0.00 |
| WPMT | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|----------|----------|---|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| N 1 | WHP | 08/21/12 | 08/27/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | MTWTF-- | :30 | 1 | \$175.00 | P-2 | 1.60 | NM | 1 | \$175.00 |
| N 2 | WHP | 08/21/12 | 08/27/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | MTWTF-- | :30 | 5 | \$175.00 | P-2 | 1.70 | NM | 5 | \$875.00 |
| N 3 | WHP | 08/21/12 | 08/27/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | MTWTF-- | :30 | 5 | \$200.00 | P-2 | 1.70 | NM | 5 | \$1,000.00 |
| N 4 | WHP | 08/21/12 | 08/27/12 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | MTWTF-- | :30 | 5 | \$550.00 | P-2 | 4.80 | NM | 5 | \$2,750.00 |
| N 5 | WHP | 08/21/12 | 08/27/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | :30 | 1 | \$1,000.00 | P-2 | 5.60 | NM | 1 | \$1,000.00 |

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Advertiser: Smith/R/Senate
 Product Desc: TOM SMITH 4 SENATE
 Estimate: 214

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|----------|---|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|-------------|
| N 6 | WHP | 08/21/12 | 08/27/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | MTWTF-- | :30 | 5 | \$675.00 | P-2 | 6.50 | NM | 4 | \$2,700.00 |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WHP | 08/21/12-08/27/12 | | M-F 730p-8p See MG 7.2,7.3,7.4,7.5 [Preempted by NSM] | | 730p-8p | MTWThF---- | :30 | | (\$675.00) | | 6.50 | NM | | |
| N 7 | WHP | 08/21/12 | 08/27/12 | Fri Reg 2 Fri 9p-10p | CM | 9p-10p | ----F-- | :30 | 1 | \$700.00 | P-2 | 6.80 | NM | 4 | \$1,375.00 |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WHP | 08/21/12-08/27/12 | | Fri Reg 2 See MG 7.2,7.3,7.4,7.5 [Program Change] | | 9p-10p | -----F---- | :30 | | (\$700.00) | | 6.80 | NM | | |
| 2 | WHP | 08/24/12-08/25/12 | | CBS PRS Football Ⓜ MG for 6.1,7.1 [MG within Flight] | | | -----FSa-- | :30 | | \$1,000.00 | | 7.30 | NM | | |
| 3 | WHP | 08/21/12-08/27/12 | | M-F 6a-7a News Ⓜ MG for 6.1,7.1 [MG within Flight] | | | MTWThF---- | :30 | | \$125.00 | | 2.00 | NM | | |
| 4 | WHP | 08/21/12-08/27/12 | | M-F 6a-7a News Ⓜ MG for 6.1,7.1 [MG within Flight] | | | MTWThF---- | :30 | | \$125.00 | | 2.00 | NM | | |
| 5 | WHP | 08/21/12-08/27/12 | | M-F 6a-7a News Ⓜ MG for 6.1,7.1 [MG within Flight] | | | MTWThF---- | :30 | | \$125.00 | | 2.00 | NM | | |
| N 8 | WHP | 08/21/12 | 08/27/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | MTWTF-- | :30 | 5 | \$200.00 | P-2 | 2.30 | NM | 5 | \$1,000.00 |
| N 9 | WHP | 08/21/12 | 08/27/12 | Sa-Su 11p-1130p News CBS 21 News Weekend | CM | 11p-1130p | -----SS | :30 | 2 | \$125.00 | P-2 | 1.60 | NM | 2 | \$250.00 |
| N 10 | WHP | 08/21/12 | 08/27/12 | Letterman Letterman | CM | 1135p-1235a | MTWTF-- | :30 | 5 | \$100.00 | P-2 | 1.20 | NM | 5 | \$500.00 |
| | | | | | | | | | | | | | Totals | 37 | \$11,625.00 |